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David Rapkins appointed T H WHITE Agriculture director

T H WHITE Agriculture announces new leadership as David Rapkins becomes divisional director, following 13 years with CNHi where he attained the position of Senior Director - Global Product Management. He brings a wealth of expertise in after-sales, technical support and customer care.

Based at Knockdown (Tetbury) David assumes responsibility for all eight T H WHITE agricultural branches offering machinery sales, service and parts for key franchises including New Holland, Case IH, Manitou, Kuhn, Väderstad, Pöttinger, and McConnel. David heads up a restructured senior leadership team comprising Operations Director Adrian Lovegrove, Sales Director Ray Bennett and Commercial Director James Ashworth.

During his time at CNHi David worked on both New Holland and Case IH – key brands for T H WHITE – although his agricultural experience stretches far beyond the corporate world and embraces a strong element of hands-on experience.

From a young age David grew up around mixed farms, helping out at evenings and weekends when not at school. His formal agricultural education began at Wiltshire College, Lackham, and culminated in an honours degree from the Royal Agricultural University in Farm Mechanisation and Business Management.

Right through his higher education he continued working on farms, developing his skills and moving on to work for agricultural contractors in the UK and overseas.

Part of his mission in the new role will be to feeding back the voice of customers to suppliers, using his connections with CNHi to lobby for T H WHITE customer involvement in trials of machines and new technologies.

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Note to Editors: High resolution images are available from Kate Draper, 01380 722381, kld@thwhite.co.uk

About T H WHITE:

T H WHITE Agriculture is a southern based New Holland and Case IH dealer providing equipment, service and parts from eight branches in Marlborough, Frome, Knockdown (Tetbury), Huntley, Devizes, Hereford, Stockbridge and Toddington. The Agricultural team has been helping customers get the best from land, machinery and buildings for generations. They now provide farmers with everything from combine harvesters, tractors, implements and technological solutions, to accessories, parts and consumables, all backed by high-class service and maintenance.

Founded in 1832, T H WHITE Group is a family and staff owned engineering services provider specialising in the supply and maintenance of machinery for multiple sectors including agriculture, dairy, groundcare and construction equipment alongside businesses in lorry cranes, grain storage, renewable energy, and fire and security systems. The Group's focus is on service, which brings trust, experience and professionalism to every customer interaction. For more information please visit: thwhite.co.uk